

LWCIRCUS + PARMA AGENCY GROUP PRESENT



MUSEO SANT'ORSOLA FIRENZE
VIA_SANT'ORSOLA_FLORENCE



IN COLLABORATION WITH 04651/ A TRIP IN A BAG
+ IMPULSO + THE PERFECT COCKTAIL + NPPN

SOForest025 | Museo Sant'Orsola, 5.00 / 9.00 pm | Official Program

Until 6pm - Meeting & Greetings + Cocktail Party



6:15pm

- Introduction by **Carlo Piras Lo Presti** LWCircus VP + Parma Agency Group CMO
Mentions to 04651/ a trip in a bag + Impulso + Scandinavian Mind + NPPN + TPC
Welcome by **Morgane Lucquet Laforgue**, Director of Museo Sant'Orsola

To Follow

- Presentation of the project **IMForest025** by LWCircus Founder **Annacaterina Piras**
- Introduction of Scandinavian Mind Editor in Chief **Konrad Olsson**, Pitti Uomo + **SOForest025** Sustainability focused based project

6:30pm

- 1st performance by Laboratorio Silenzio & Toni di Napoli
Burning Globe

6:45pm - Introduction by **Serena Crocco** Lab Silenzio Creative Director

- 04651/ a trip in a bag: **Lars Braun** CEO

7:00pm

- 2nd performance by Lab Silenzio & Toni di Napoli
Climate Crisis: Data Talks

7:15pm - Introduction by **Serena Crocco** Lab Silenzio Creative Director

- IMPULSO: **David Thunmarker** Co-Funder + CEO

8:00pm

- 3rd performance by Lab Silenzio & Toni di Napoli
SOForest025's sounds

8:15pm - Narrative by LWCircus Founder **Annacaterina Piras**

**During the performances public is kindly required to remain silent and to turn phone off or to enable airplane mode*

Drinks will continue till 9.00 pm